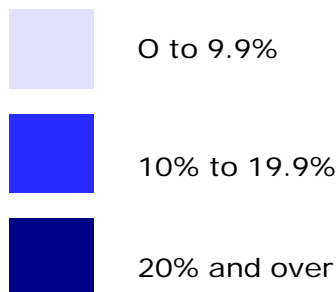
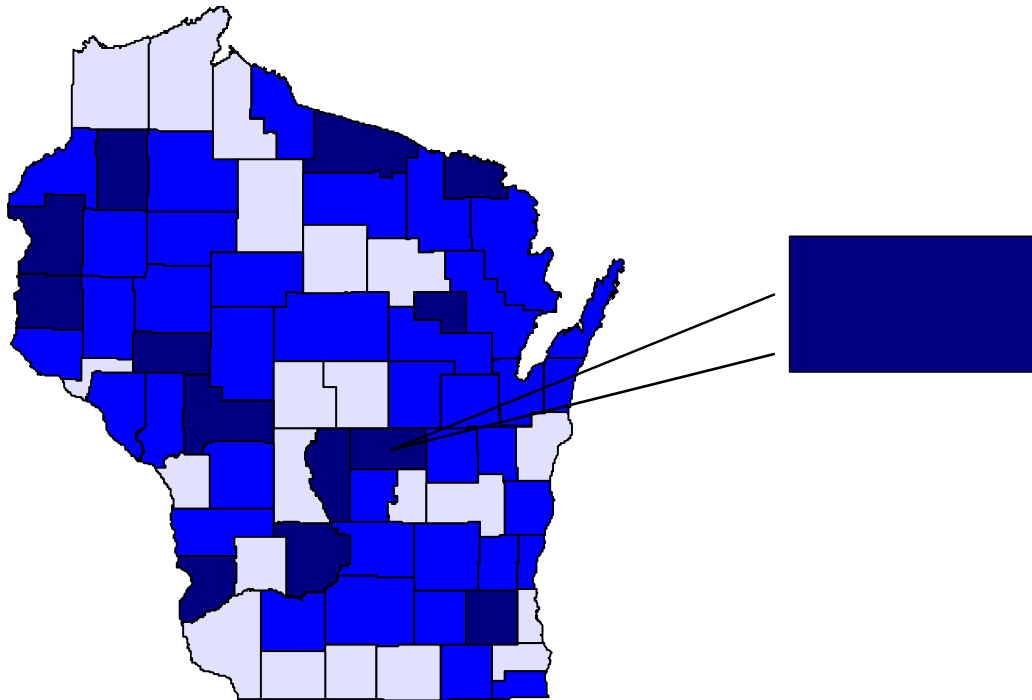


# Waushara County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Waushara County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,  
Dan Curtin, by telephone (920-232-6270) or email ([curtid@dwd.state.wi.us](mailto:curtid@dwd.state.wi.us)).

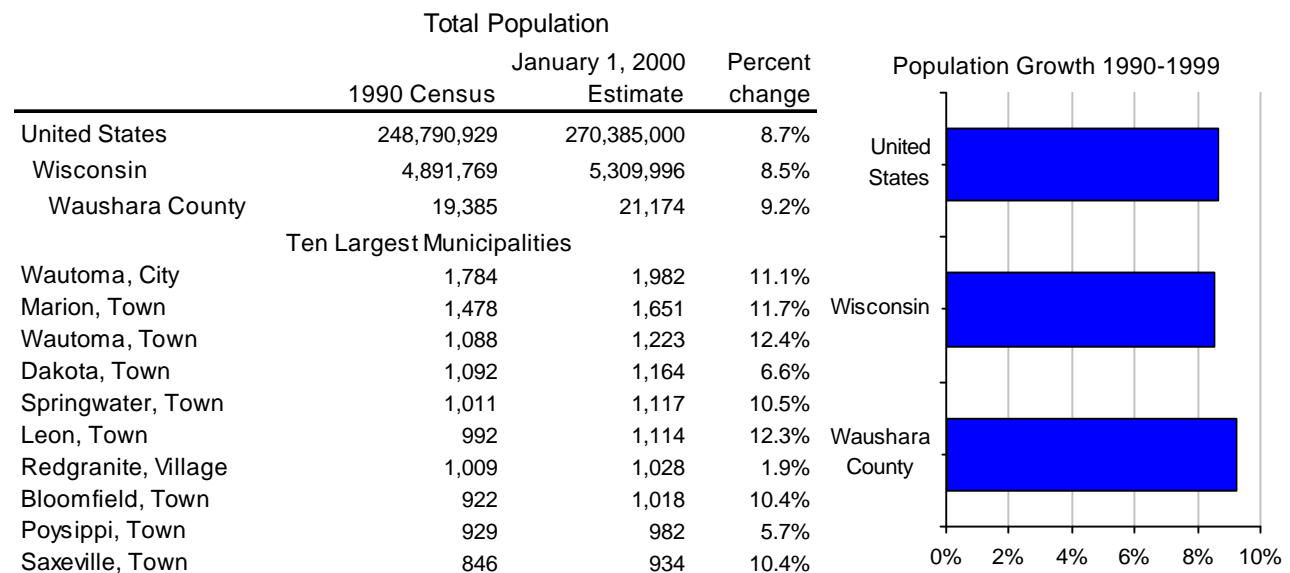
DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Waushara County Population and Civilian Labor Force

Waushara County's population increased an estimated 9.2 percent between the 1990 census and the 2000 population estimates. That rate of increase was greater than of the state and the nation.

While none of the towns show a decline during the decade, the rate of growth is modest compared to most towns in neighboring counties. The growth seen in Waushara County is principally natural increase, minus some out-migration on the part of members of the younger generation moving to the larger towns and cities of the state.

While the county is a good recreational area, there are no major corporations, shopping centers, or health care facilities in the area. However, these things are within an easy commute for county residents. The opening of a new state correctional facility in Redgranite may open the way to more economic growth in the next few years.

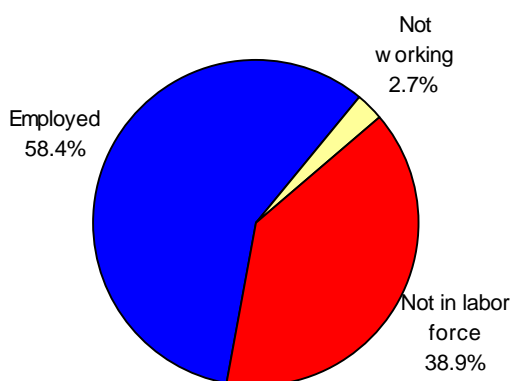


\* Waushara County portion only

Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of employed and unemployed persons who are 16 years old and older. (Readers should bear in mind that many people who are not working are not included in the Bureau of Labor Statistics definition of unemployed. People who choose not to work, or have become discouraged and stopped looking for work, are not included.) While Waushara County's population has increased by 9.2 percent since 1990, the labor force has increased by 8.5 percent. A larger portion of the resident population is 16 and older. Consequently, a larger portion of the population is now available for and in the labor force. This is going to cause labor shortages if economic development hits a serious growth mode in this county. It will be necessary to import labor from surrounding counties, which will require pay increases in most industries.

1999 Labor Force Participation



The term used to describe the relationship between the labor force and population is the participation rate. In Waushara County, that is 61.1 percent, which is the lowest rate in the Fox Valley area. For Wisconsin the participation rate is 72.3 percent, and for the United States it is 67.1 percent.

Participation rates are often the result of the economic conditions in the area. In a low growth area like Waushara County, however, the rate is a result of demographic conditions.

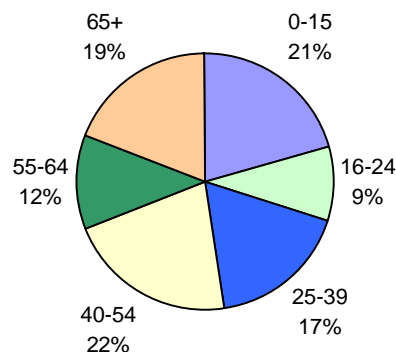
The 39.4 percent increase in labor force aged population between the ages of 40 and 54 is the result of the aging baby-boomers. Of major significance to employers is growth in the number of younger workers. Growth of 8.5 percent in the number of 16 to 24 year olds and an increase in the number of businesses

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

which traditionally hire large numbers of young workers has not yet created severe labor shortages in those industries that demand younger workers in Waushara County. The total number of workers in this younger group is a significant portion of the labor force, and as more retail and service companies are drawn to the area this could create a labor shortage issue as serious as in the rest of the Fox Valley area.

Waushara County Labor Force Age Population Distribution

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	4,307	4,389	1.9%
16-24	1,796	1,948	8.5%
25-39	3,961	3,693	-6.8%
40-54	3,287	4,581	39.4%
55-64	2,281	2,477	8.6%
65+	3,753	4,086	8.9%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Waushara County Civilian Labor Force Data

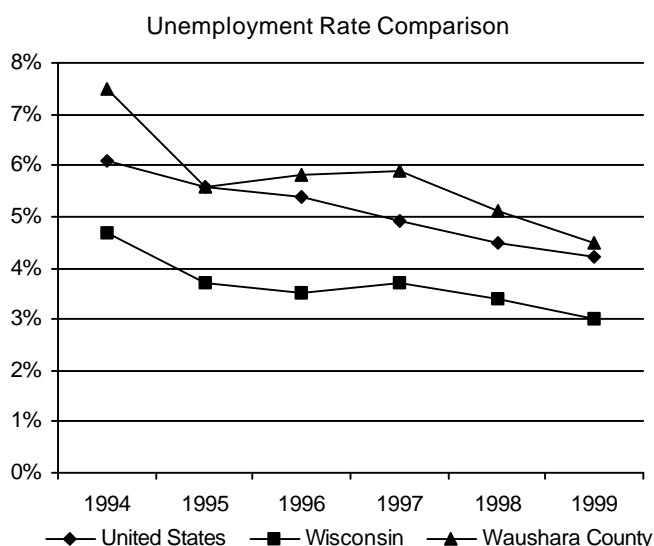
	1994	1995	1996	1997	1998	1999
Labor Force	9,400	9,700	10,100	10,700	10,600	10,200
Employed	8,700	9,100	9,600	10,000	10,000	9,700
Unemployed	700	540	590	630	540	460
Unemployment Rate	7.5%	5.6%	5.8%	5.9%	5.1%	4.5%

Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate in Waushara County has been fairly stable from year to year, with no serious fluctuations, with the exception of a decrease between 1994 and 1995, and again between 1997 and 1998. In 1994, it stood at 7.5 percent and by 1999, had declined to 4.5 percent.

The unemployment rate in Waushara county has consistently been higher than that of the state, but has compared favorably to that of the nation.

One advantage of the Waushara County labor market is its relative stability. Since no single industrial type dominates industry, serious fluctuations in employment over any period as may occur in other areas, are almost unknown.



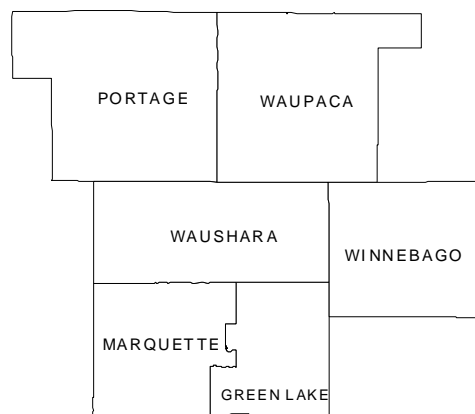
Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

## Waushara County Commuting Patterns

	Commute Into	Commute From	Net Commute
Portage	317	166	-151
Waupaca	561	58	-503
Winnebago	724	0	-724
Green Lake	781	156	-625
Marquette	205	101	-104
Worked elsewhere	988	166	-822
Total	3,576	647	-2,929

Work within Waushara County

Source: WI DWD, BWI. *Wisconsin's Commuting Patterns*, 1994.

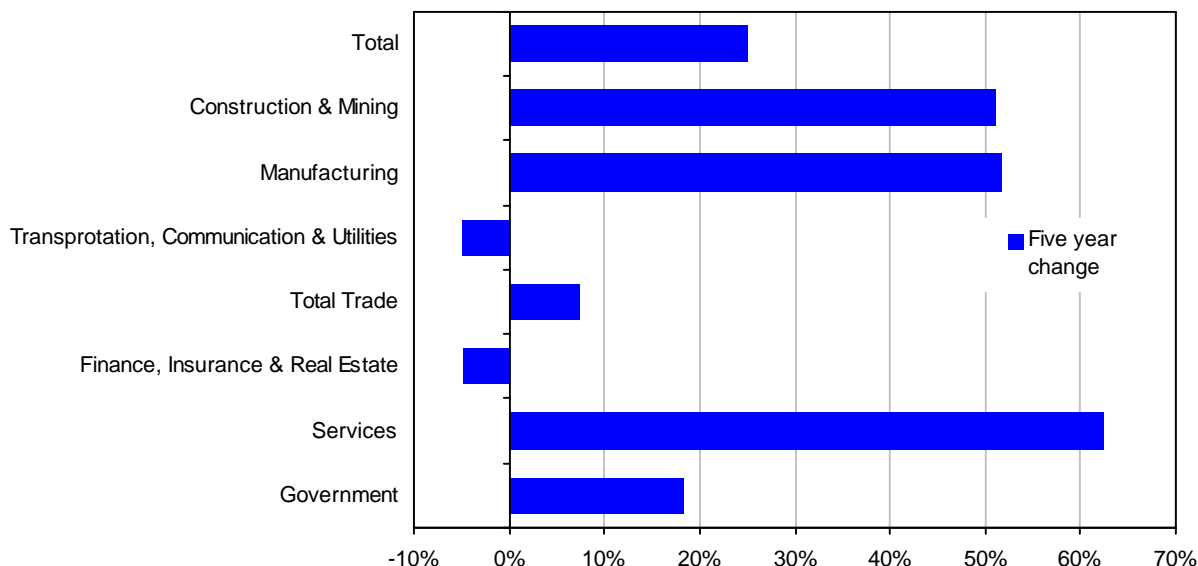


About 3,500 Waushara County workers leave the county each day to work elsewhere, a large number into Green Lake County (about 780). This is out of a total of about 5,400 employed within the county itself. By contrast, nearly 650 workers commute into Waushara County each day from neighboring counties to work, the largest number coming from Portage County. The number of people leaving the area each day to work exceeds those entering the county by about 300 percent.

It is difficult to say exactly what kinds of jobs these workers are commuting to, or what their professions are. We can say with some certainty that they are most likely stable, permanent types of jobs, such as professional employment, or perhaps jobs in manufacturing plants in neighboring counties. They may also be the kinds of jobs that typically take a person some distance from his or her home, like seasonal construction work.

What this would appear to indicate about Waushara County is that relatively high paying, full time employment can often be found more easily for some outside the county than within, with wages high enough to justify a fairly lengthy commute for many. Waushara County is located just south of the Portage-Wood-Marathon County labor market, a market which contains a much wider variety of manufacturing, professional and related employment than can be found closer to home.

## Waushara County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
							1 year	5 year
<b>Total</b>	4,214	4,501	4,683	5,017	5,147	5,266	2.3%	25.0%
<b>Goods Producing</b>	665	787	816	899	925	1,008	9.0%	51.5%
Construction & Mining	187	155	164	181	215	282	31.1%	51.1%
Manufacturing	479	632	652	718	710	726	2.3%	51.7%
Durable	380	476	477	527	583	616	5.7%	62.4%
Nondurable	99	157	175	192	127	110	-13.6%	10.5%
<b>Service Producing</b>	3,548	3,714	3,867	4,118	4,223	4,258	0.8%	20.0%
Transportation, Communications & Utilities	302	278	310	337	287	286	-0.4%	-5.0%
Total Trade	1,363	1,478	1,492	1,558	1,458	1,463	0.3%	7.3%
Wholesale	232	263	266	269	257	233	-9.4%	0.2%
Retail	1,131	1,215	1,226	1,289	1,201	1,230	2.4%	8.8%
Finance, Insurance, and Real Estate	226	165	177	199	225	216	-4.2%	-4.7%
Services & Misc.	747	825	896	1,026	1,215	1,215	0.0%	62.5%
Total Government	910	969	993	998	1,037	1,078	4.0%	18.4%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Nonfarm wage and salary employment measures the number of jobs within a county excluding military, and self-employed workers. This data measures the number of jobs within the county without consideration of where the job-holder lives. Thus, this information is often referred to as "place of work" data.

In the period from 1994-1999, employment levels increased in Waushara County, with services leading the way in the rate of growth. In terms of the actual numbers of jobs added, there was a net gain of 468 service jobs during the period. Manufacturing employment represents a smaller portion of nonfarm wage and salary employment in Waushara County than it does in many other areas of the state, and manufacturing has, until now, been where the most growth would occur. During the 1994-1999 period, however, manufacturing grew by 247 jobs. Trade employment has a good portion of the whole, and even construction employment totals are fairly high for a labor force the size of Waushara County's.

Transportation, communications, and utilities registered a 5.0 percent loss over the five years, with most of the loss in the transport sector. Finance, Insurance and Real Estate saw a 4.5 percent decline in jobs over this period. This will likely reverse itself as the new correctional facility in the county draws more workers to reside in the county.

# Waushara County's Largest Industries and Employers

## Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Educational Services	7	600	7	89
Eating And Drinking Places	45	570	137	30
Executive, Legislative, And General	18	436	21	83
Agricultural Production-Crops	26	317	59	18
Health Services	11	316	-1	11
Automotive Dealers & Service Stations	29	237	40	44
Food Stores	5	236	12	47
Furniture And Fixtures	*	*	*	*
Industrial Machinery And Equipment	*	*	*	*
Special Trade Contractors	40	205	37	122

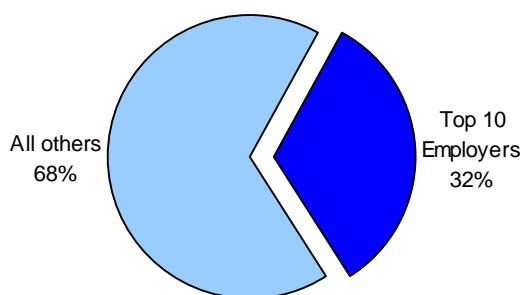
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## Top 10 Employers

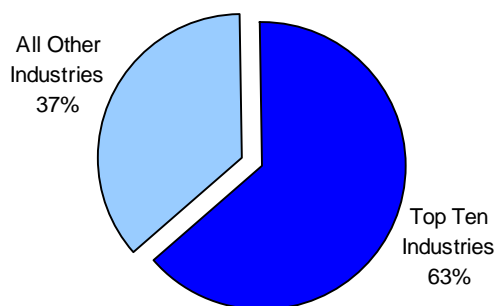
Company	Product or Service	Size
County Of Waushara	County Government Services	250-499
Wautoma Public School	Public School System	250-499
Jason Incorporated	Furniture Manufacturing	100-249
Nelson Industries Inc	Muffler Manufacturing	100-249
The Copps Corp	Food Stores	100-249
Tricounty Area School	Public School System	100-249
Wild Rose Public School	Public School System	100-249
Plainfield Trucking Inc	Trucking Services	100-249
Nordic Hills Inc	Recreation Services	50-99
Wild Rose Community Memorial	Health Care Services	50-99

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment



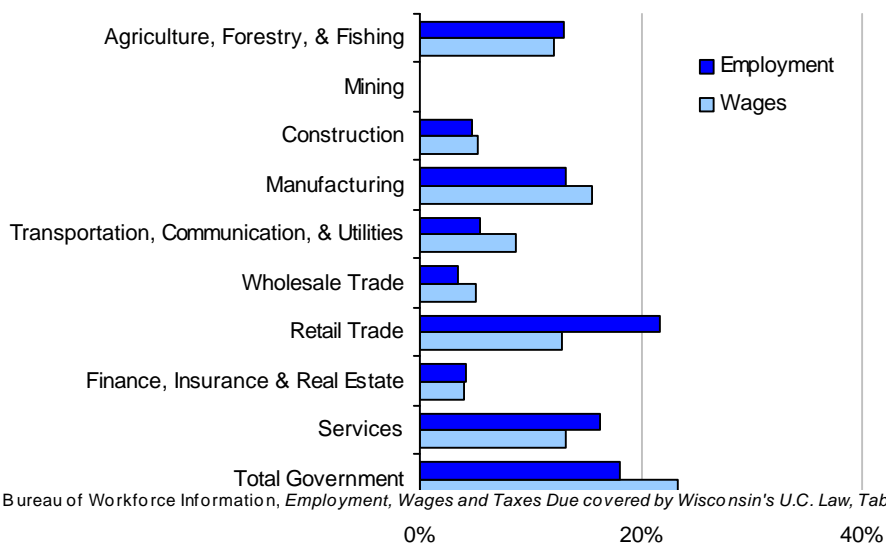
When one looks at the industrial landscape of Waushara County, one of the most obvious features is the relatively small size of individual businesses. Of the ten largest private employers in Waushara County, only two had more than 250 employees. Six had 100 to 249 workers each, and two had 50-99. This is to be expected in a smaller labor market where over 3,500 residents commute out of the county to work and approximately 5,100 people work in the county (647 commute to Waushara County from other areas).

The larger private sector employers are a cross section of the industrial spectrum - manufacturing, service, trade, transportation. While not part of the private sector, the new correctional facility at Redgranite will become a major employer in 2001, adding about 300 new jobs to the labor force.

## Waushara County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$19,260	\$29,609	65.0%	1.0%	20.2%	5,620
Agriculture, Forestry, & Fishing	\$17,738	\$21,499	82.5%	1.6%	22.8%	736
Mining	*	\$39,968	*	*	*	*
Construction	\$21,698	\$36,772	59.0%	6.0%	33.6%	265
Manufacturing	\$22,518	\$37,773	59.6%	-6.0%	19.6%	744
Transportation, Communications, & Utilities	\$31,194	\$34,523	90.4%	4.2%	12.7%	302
Wholesale Trade	\$28,279	\$38,048	74.3%	5.4%	26.7%	195
Retail Trade	\$11,401	\$15,066	75.7%	2.6%	18.9%	1,217
Finance, Insurance, & Real estate	\$18,622	\$37,911	49.1%	-9.3%	8.8%	229
Services	\$15,610	\$26,041	59.9%	1.3%	26.4%	915
Total Government	\$24,922	\$32,017	77.8%	3.1%	19.0%	1,015

Total Employment and Wage Distribution by Industry Division

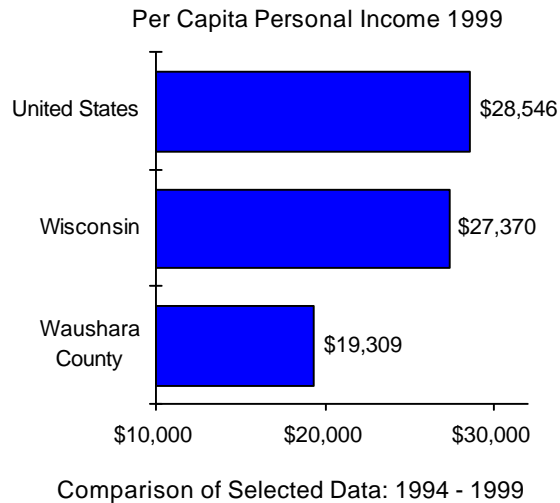


Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

In the table at the top of the page, the thing that seems to stand out is the second column, indicating the percent of the state average wage paid in different industries in Waushara County. The wage levels in Waushara County are, overall, at 65.0 percent of the state average. Stated another way, they are 35 percent lower, on average, for all industries in Waushara County than those of the state as a whole.

Manufacturing employment, traditionally in the higher levels of pay in any given labor market, has an average annual wage in Waushara County that is only 59.6 of the state average. Transportation and utilities, another high paying industrial category in most areas of the state, comes in at comes in at 90.4 percent of the state average. Finance, Insurance and Real Estate jobs have the greatest differential in pay between the state average and workers in Waushara County, 49.1 percent, however, this industry accounts for only 4.1 percent of nonfarm wage and salary employment in the county (212 workers).

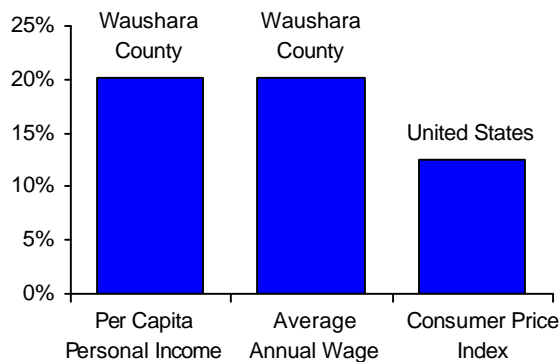
## Waushara County Wage and Income Data



Per capita income is total income divided by the total number of residents. Income includes wages earned, dividends from investments, and transfer payments from the government. Waushara County's per capita income ranked 61th highest of Wisconsin's 72 counties during 1999.

The county's per capita income during this time was 70.6 percent of the state's and 67.6 percent of the nation's. Per capita income can influence the type of services and housing available within a county.

Over the past five years, Waushara County's per capita income has increased 20.2 percent and wages earned in Waushara County have increased by the same amount during this five year period.



In rural counties, per capita personal income is often quite volatile, a reflection of the strong presence of farm income, which itself is very volatile. Average wages increased at the same percentage as per capita income in the county, which is unusual with so many workers commuting out of the county. This is a reflection of the labor shortage.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Waushara County	\$16,062	\$16,342	\$17,003	\$18,033	\$18,799	\$19,309	2.7%	20.2%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

### Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 18.29	\$ 16.58
Bartender	\$ 7.44	\$ 7.59
Cashier	\$ 7.47	\$ 7.16
Child Care Workers	\$ 7.25	\$ 7.35
Construction Laborer	\$ 12.60	\$ 12.71
Cook, Restaurant	\$ 8.36	\$ 8.11
Helpers, Production Worker	\$ 10.79	\$ 10.17
Human Resource Manager	\$ 22.68	\$ 22.85
Janitors & Cleaners	\$ 8.46	\$ 7.94
Nursing Aide	\$ 9.52	\$ 9.51
Office Clerk, General	\$ 10.23	\$ 10.10
Registered Nurses	\$ 17.92	\$ 18.08
Retail Sales Person	\$ 9.04	\$ 7.46
Waiters and Waitresses	\$ 6.27	\$ 6.03

Source: DWD, BWI, 1999 OES wage survey Appleton/Oshkosh/Neenah

Wages paid for work within a county can impact the type of goods and services, which may be purchased. Examining wage structures can be an important part of the hiring process for both job seekers and employers. The mean wage is the sum of all wages divided by the number of wage earners; this is often referred to as an "average". The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage.

For this study we have used occupational wages from the nearest metropolitan statistical area. For Waushara County that is the Appleton/Oshkosh/Neenah MSA. Unskilled service and trade wages are similar in the MSA and the county--a reflection of labor shortages. Waushara wages, overall, are 78 percent of those in other non-MSA counties.